

CLAIMS

1. A method of conducting an auction utilizing a network computer system
5 connectable to a plurality of monitors comprising the steps of:

(A) displaying a current bid amount upon a computer monitor reflecting a
monetary value;

(B) enter a proxy bid amount greater than the current bid amount into computer
memory for a select user;

10 (C) automatically submitting a bid for the select user in an amount one bid level
incrementally greater than the current bid amount in response to another bidder gaining
the controlling bid in the auction; and

(D) repeating step (C) until the auction is closed or the current bid exceeds the
proxy bid amount.

15 2. The method of conducting an auction of claim 1 wherein the method also
includes the step of displaying an indication of whether or not the select user's bid is the
current bid upon the monitor of the select user.

20 3. The method of conducting an auction of claim 1 further comprising the step
of displaying the proxy bid upon the monitor of the select user.

4. The method of conducting an auction of claim 1 further comprising the step

of displaying a plurality of possible proxy bids upon the monitor from which the user may select a desired proxy bid amount.

5. A method of conducting an auction utilizing a networked computer system
5 having a plurality of coupled monitors, the method comprising the steps of:

(A) displaying a current bid amount upon the coupled monitors;

(B) displaying a plurality of possible proxy bids upon the coupled monitors;

(C) having a select user select a proxy bid from the plurality of proxy bids
displayed upon the select users monitor;

10 (D) entering a proxy bid selected by the select user into the networked computer
system; and

(E) automatically submitting a bid for the select user in an amount greater than
the current bid in response to another user entering a bid which qualifies as a new current
bid.

15 6. The method of claim 5 further comprising the step of (F) repeating step (E)
until the auction has concluded or the current bid amount exceeds the select user's proxy
bid amount.

20 7. The method of conducting an auction of claim 5 wherein the method also
includes the step of displaying an indication of whether or not the select user's bid is the
current bid upon the monitor of the select user.

8. The method of conducting an auction of claim 5 further comprising the step of displaying the proxy bid upon the monitor of the select user.

9. The method of conducting an auction of claim 5 further comprising the step of displaying a plurality of possible proxy bids upon the monitor from which the user may select a desired proxy bid amount.

10. A system for auctioning goods between remote users and an auction service provider comprising:

(A) a host computer network, including database server means to electronically store auction data and means to access and transmit auction data in response to user commands;

(B) remote computer workstations including a video monitor, means to send user commands to the host computer network, and means to receive and display on the video monitor the auction data from the host computer network;

(C) communication network means for electronically linking the computer workstations to the host computer network;

(D) means for displaying a current bid upon the remote computer workstation video monitors;

(E) means for entering a proxy bid amount into the system for a select user; and

(F) means for automatically entering a bid incrementally greater than the current bid but less than or equal to the proxy bid amount for that select user in response to another user gaining control of the current bid.

11. The system of claim 10 further comprising means for displaying the select user's proxy bid.

12. The system of claim 10 further comprising means for displaying a plurality
5 of possible proxy bids.

13. The system of claim 10 further comprising means for determining whether or not the select user's bid is the current bid.

10 14. The system of claim 13 further comprising means for displaying an indicator indicating whether or not the select user's bid is the current bid.

15. A system for auctioning goods comprising,
a networked computer system having a plurality of monitors;
15 means for displaying a current bid upon the remote computer workstation video monitors;

means for entering a proxy bid amount into the system for a select user; and
means for automatically entering a bid incrementally greater than the current bid
but less than or equal to the proxy bid amount for that select user in response to another
20 user gaining control of the current bid.

16. The system of claim 15 further comprising means for displaying the select user's proxy bid.

17. The system of claim 15 further comprising means for displaying a plurality of possible proxy bids.

5 18. The system of claim 15 further comprising means for determining whether or not the select user's bid is the current bid.

19. The system of claim 18 further comprising means for displaying an indicator indicating whether or not the select user's bid is the current bid.